



WEWS

ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312179 /**
Original Date / Revision
 09/27/12 09/27/12
Advertiser **Brown / Democrat / Senate -**
Agency **Shorr Johnson Magnus**
Buying Contact
1831 Chestnut Street
Philadelphia, PA 19103

Product
Sherrod Brown/DSCC 9.25-10.1.12

Agency Com 15%
Billing Contact
1831 Chestnut Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 6 9.25-10.1**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 61775

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	42	\$42,818.75	\$50,375.00	0.00	08/27/12	09/30/12	42	\$42,818.75	\$50,375.00
October 2012	12	\$9,690.00	\$11,400.00	0.00	10/01/12	10/01/12	12	\$9,690.00	\$11,400.00
Totals	54	\$52,508.75	\$61,775.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WEWS	09/25/12	10/01/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	2	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>				<u>Rate</u>			<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	- TWTF--	1				\$600.00			0.00			
Week: 10/01/12		10/01/12	10/07/12	M-----	2				\$600.00			0.00			
2	WEWS	09/25/12	10/01/12		CM	6-7a	MTWTF--	:30	4	\$550.00	P-2	0.00	NM	5	\$2,750.00



WEWS

Print Date: 09/28/12

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Contract / Revision 312179 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser Brown / Democrat / Senate Product Sherrod Brown/DSCC 9.25-' Estimate # Week # 6 9.25-10.1

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F GMC 6-7a														
M-F GMC 6-7a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$550.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$550.00		0.00		
3	WEWS	09/25/12	10/01/12	M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	4	\$400.00	P-2	0.00 NM	5	\$2,000.00
M-F GMC 5-6a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$400.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$400.00		0.00		
4	WEWS	09/25/12	10/01/12	M-F 3-4p Katie	CM	3-4p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	5	\$4,500.00
M-F 3-4p Katie														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00		
5	WEWS	09/25/12	10/01/12	M-F 12-1230pm News	CM	12-1p	MTWTF--	:30	4	\$800.00	P-2	0.00 NM	5	\$4,000.00
12-1230p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$800.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$800.00		0.00		
6	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	:30	4	\$900.00	P-2	0.00 NM	5	\$4,500.00
M-F 4-5p Dr. Oz														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$900.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$900.00		0.00		
7	WEWS	09/25/12	10/01/12	M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,300.00	P-2	0.00 NM	3	\$3,900.00
M-F 6-630p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					2	\$1,300.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,300.00		0.00		
8	WEWS	09/25/12	10/01/12	M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$950.00	P-2	0.00 NM	5	\$4,750.00
M-F 5-6p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$950.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$950.00		0.00		
9	WEWS	09/25/12	10/01/12	M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$1,000.00	P-2	0.00 NM	4	\$4,000.00
730-8p Let's Ask America														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					3	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00		
10	WEWS	09/25/12	10/01/12	M-F 7-730p	CM	7-730p	MTWTF--	:30	4	\$1,000.00	P-2	0.00 NM	5	\$5,000.00
7-730p The List														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	- TWTF--					4	\$1,000.00		0.00		
Week:		10/01/12	10/07/12	M-----					1	\$1,000.00		0.00		
11	WEWS	09/25/12	10/01/12	Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$6,000.00	P-2	0.00 NM	1	\$6,000.00
Tuesday Prime C														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/24/12	09/30/12	-T-----					1	\$6,000.00		0.00		
Week:		10/01/12	10/07/12	-----					0	\$0.00		0.00		
E 12	WEWS	09/25/12	10/01/12	Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00 NM	1	\$5,000.00
Sunday Prime C														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



WEWS

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Contract / Revision **312179** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/27/12/ 09/27/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Sherrod Brown/DSCC 9.25-** Estimate # **Week # 6 9.25-10.1**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 12	WEWS	09/25/12	10/01/12	Sunday Prime C Sunday Prime C	CM	9-10p	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S	1		\$5,000.00		0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WEWS	09/24/12-09/30/12		Sunday Prime C		9-10p	-----Su	:30		(\$5,000.00)		0.00	NM			
See MG 12.2																
[hra/pol]																
2	WEWS	09/24/12-09/30/12		Sunday Prime D		10-11p	-----Su	:30		\$5,000.00		0.00	NM			
Ⓜ MG for 12.1 09/30																
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00							
13	WEWS	09/25/12	10/01/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	5	\$2,400.00	P-2	0.00	NM	5	\$12,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	-TWTF-S	4		\$2,400.00		0.00							
Week:		10/01/12	10/07/12	M-----	1		\$2,400.00		0.00							
14	WEWS	09/25/12	10/01/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S-	1		\$800.00		0.00							
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00							
15	WEWS	09/25/12	10/01/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$775.00	P-1	0.00	NM	1	\$775.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S	1		\$775.00		0.00							
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00							
														Totals	54	\$61,775.00